

What is claimed is:

1 1. A method of establishing a plurality of interrelated virtual electronic sites for
2 marketing a plurality of products or services, the method comprising the steps of:

3 selecting an arbitrary word;

4 appending the arbitrary word to a first and a second product- or service-related word
5 to create a first and a second site name, each of the first and the second word descriptive of a product
6 or a service desired to be offered;

7 establishing a first and a second electronic site, each site accessible via an electronic
8 communications network, each site offering at least one product or service describable by one of the
9 first and second words; and

10 creating a linkage between the respective site names and the electronic sites to permit
11 a user to access an electronic site with the use of the respective site name.

1 2. The method recited in Claim 1, further comprising the steps of:

2 establishing a central site accessible via the electronic communications network; and

3 establishing an electronic link from each of the first and the second site to the central

4 site.

1 3. The method recited in Claim 2, wherein the central site establishing step comprises
2 setting up a means for at least one of the tasks of taking an order and accepting payment for a product
3 or a service offered on at least one of the first and the second site.

1 4. The method recited in Claim 2, wherein the first and the second sites are
2 electronically linked together, for permitting a user to move between the first and the second sites
3 and the central site.

1 5. The method recited in Claim 1, wherein the first and the second sites are
2 electronically linked together, for permitting a user to move between the first and the second sites.

1 6. A system for establishing a plurality of interrelated virtual electronic sites for
2 marketing a plurality of products or services comprising:

3 a processor;

4 input means and output means having means for connecting with an electronics
5 communications network, the input means and the output means in electronic communication with
6 the processor;

7 software means resident on the processor having:

8 means for receiving from the input means an arbitrary word and a first and a
9 second product- or service-related word, the first and the second word descriptive of a
10 product or service to be offered;

11 means for appending the arbitrary word with the first and the second product-
12 or service-related word to create a first and a second site name;

13 means for establishing a first and a second electronic site, each site offering
14 at least one product or service describable by one of the first and second words, each site
15 accessible via an electronic network; and

16 means for creating a linkage between the respective site names and the
17 electronic sites to permit a user to access an electronic site with the use of the respective site
18 name.

1 7. The system recited in Claim 6, wherein the software further comprises:

2 means for establishing a central site accessible via the electronic communications
3 network; and

4 means for establishing an electronic link from each of the first and the second site to
5 the central site.

1 8. The system recited in Claim 7, wherein the central site establishing means comprises

2 means for taking an order and for accepting payment for a product or a service offered on at least one
3 of the first and the second site.

1 **9.** The system recited in Claim 7, wherein the software means further comprises means
2 for electronically linking the first and the second sites together, for permitting a user to move
3 between the first and the second sites and the central site.

1 **10.** The system recited in Claim 6, wherein the software means further comprises means
2 for electronically linking the first and the second sites together, for permitting a user to move
3 between the first and the second sites.

1 **11.** A method for locating an online vendor of a product or a service comprising the steps
2 of:
3 accessing, via a computer, an electronic network;
4 devising a compound word comprising a first word descriptive of a desired product
5 or a service and an arbitrary word appended thereto;
6 entering the compound word into the network, for attempting to locate an electronic
7 site adapted to offer the desired product or service;
8 viewing, via the computer, a result of the compound word entering step; and
9 if the result comprises a linkage with a site offering the desired product or service,
10 viewing the site.

1 12. The method recited in Claim 11, further comprising the steps, following the site-
2 viewing step, of scanning a plurality of product or service descriptions included in the site and
3 purchasing a desired product or service.

1 13. The method recited in Claim 11, wherein the site-viewing step further comprises the
2 steps of viewing a linkage to a second site offering a related product or service and selecting the
3 second site to view.

1 14. The method recited in Claim 11, further comprising the steps, following the site-
2 viewing step, of:

3 devising a second compound word comprising a second word descriptive of a second
4 desired product or a service and the arbitrary word appended thereto;

5 entering the second compound word into the network, for attempting to locate a
6 second electronic site adapted to offer the second desired product or service;

7 viewing, via the computer, a result of the second compound word entering step; and

8 if the result comprises a linkage with a second site offering the second desired product
9 or service, viewing the second site.

1 15. The method recited in Claim 14, further comprising the step, following the second
2 site-viewing step, of purchasing the desired product or service.